

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P004		SERIAL NO. 09/741,957	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT DELURGIO			
				FILING DATE 12/20/00		GROUP 3629	

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 PATENT & TRADEMARK OFFICE

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
EC	AA	6,567,824	05/20/03	Fox	1	1	1
EC	AB	6,321,207	11/20/01	Ye	1	1	1

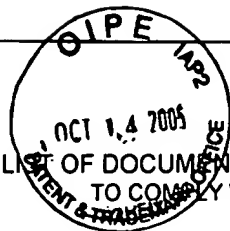
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 GROUP 3600

FOREIGN PATENT DOCUMENTS								
		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)		

EXAMINER <i>E. Colbert</i>	DATE CONSIDERED 12-17-05
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
gc	AA	6,910,017	06/21/05	Woo et al.			
gc	AB	6,546,387	04/08/03	Triggs			
	AC	2002/0198794	12/26/02	Williams et al.			
	AD	2002/0123930	09/05/02	Boyd et al.			
	AE	2002/0107819	08/08/02	Ouimet			
	AF	6,405,175	06/11/02	Ng			
	AG	2002/0023001	02/21/02	McFarlin et al.			
	AH	5,521,813	05/28/96	Fox et al.			
	AI	5,212,791	05/18/93	Damian et al.			
gc	AJ	4,744,026	05/10/88	Vanderbei			
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gc	BA	Barth, Brad, "Shopko Tests Automated Markdowns", WWD 10/04/00, pages 1-3.					
gc	BB	Cook, Martie, "Optimizing Space and Sales with Markdown Software", Office.com, 05/31/2000, page 1.					
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	BE	Technology Strategy Incorporated, www.grossprofit.com , 03/02/00, pages 1-20.					
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gc	BG	Flanagan, David, "Javascript: The Definitive Guide, 3 rd Edition," published by O'Reilly in June 1998 (ISBN 1-56592-392-8) section 14.8.					
gc	BH	Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).					

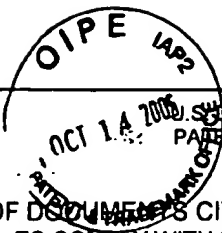
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G. Colbert

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12-17-05

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EC	BI	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," Marketing Science, Vol. 1, No. 34, 1995 (pages 271-299).
EC	BJ	Abraham, Magid M. and Leonard M. Lodish, "Promoter: An Automated Promotion Evaluation System," Marketing Science, Vol. 6, No. 2, 1987 (p. 101-123).
EC	BK	Little, John D. C., "Brandaidd: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).
EC	BL	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).
EC	BM	"Webster's New World Dictionary", 2nd College edition, pgs 707 and 721, The World Publishing Company, 1972.

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EC	AA	6,341,269	01/22/2002	Dulaney et al.			
EC	AB	5,377,095	12/27/1994	Maeda et al.			

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EC	BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
	BC	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
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	BF	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
	BG	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
EC	BH	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

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EC	6,456,986	09/24/2002	Boardman et al.	1	1	1
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EC	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.

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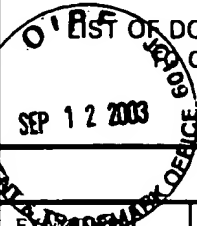
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Sheet 1 of 1

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<i>EC</i>	CA	"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.
<i>EC</i>	CB	DYER, ROBERT F. et al., "Case Studies in Marketing Decisions Using Expert Choice," Decision Support Software, 1988, Pages 2-7, 73-108.

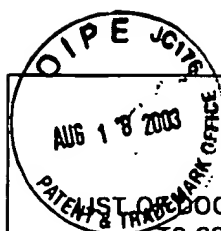
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E. Colbert

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AA	6,023,680	05/18/2000	Fernandez et al.				
EC	AB	6,173,345	01/09/2001	William A. Stevens			

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EC	BA	WO 98/53415	11/26/1998	Ouimet et al.	1	1		

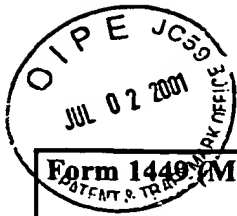
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EC	CA		"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.					
EC	CB		YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).					

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Form 1449 (Modified) Information Disclosure Statement By Applicant (Use Several Sheets if Necessary)	Atty Docket No.	Application No.:
	DEM1P004	09/741,957
	Applicant:	
	DELURGIO et al.	
Filing Date	Group	
12/20/00	2161	

U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
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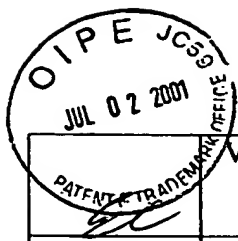
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Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
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Other Documents

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JL	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
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	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
JL	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108



V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
W	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
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BB	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90
CC	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43
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GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
II	Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
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Examiner <i>J. Colbert</i>	Date Considered <i>12-17-05</i>

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	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
	AC	5,987,425	11/16/99	Hartman et al.	705	20	
	AD	5,878,400	03/02/99	Carter, III	705	20	
	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
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EC	AH	5,117,354	05/26/92	Long et al.	364	401	

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EC	AI		"Report of Novelty Search" by Patentec, dated Feb, 9, 2001

EXAMINER <i>J. Calhoun</i>	DATE CONSIDERED 12-17-05
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EC	AK	6,009,407	12/28/99	Garg	705	10	
	AL	5,712,985	01/27/98	Lee et al.	395	207	
	AM	6,125,355	09/26/00	Bekaert et al.	705	36	
	AN	6,032,123	02/29/00	Jameson	705	8	
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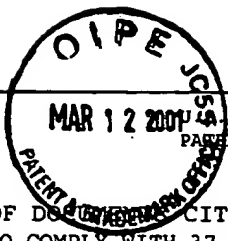
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EC	AR	5,063,506	11/05/91	Brockwell et al.	364	402	

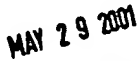
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PTO/SB/08A (08-00)

Approved for use through 10/31/2002 OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known

Application Number	09741957
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Filing Date	12/20/001
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First Named Inventor	PHIL DELURGIO
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Group Art Unit

Examiner Name

Attorney Docket Number | **DEM1P004**

U.S. PATENT DOCUMENTS

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**Examiner
Signature**

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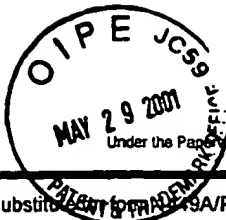
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document by the two-letter code (WIPO Standard ST.3).

^aFor Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ^bKind of document by the

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Substitute Form 159A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Complete if Known			
		Application Number	09741957		
		Filing Date	12/20/001		
		First Named Inventor	PHIL DELURGIO		
		Group Art Unit			
		Examiner Name			
Sheet	2	of	2	Attorney Docket Number	DEM1P004

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
EC	BA	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA," <i>HARVARD BUSINESS REVIEW</i> , REPRINT F00205	
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," <i>JOURNAL OF MARKETING RESEARCH</i> , MAY 1992, PP. 201-215, VOL. XXIX	
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	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," <i>JOURNAL OF ADVERTISING RESEARCH</i> , SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF	
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Examiner Signature		Date Considered	12-17-05
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